

## **Inreach & Outreach Ideas for WWC Providers**

- Collaborate with your WWC Community Coordinator
- Community hospitals, non-WWC medical practices, clinics and dental clinics
- Using WWC marketing materials that include the new local numbers! Public schools, many have special programs, activities, athletic events- some may let you have a table, speak to women, or provide info. Also, free and reduced lunch and Backpack program participants.
- WWC Providers: Processes that capture every eligible woman such as front desk cards, medical provider reminders during patient appointment, EMR pop-ups/reminders
- WWC Community Coordinator staff trainings/refreshers (1x/year or when there are staff changes)
- Large employers - part time employees don't usually have benefits
- Temp agencies
- Health clubs/Recreation Centers--changing stalls/bathrooms/TV info screens/ front desk/events
- Ethnic grocery stores/markets - bulletin boards
- The unemployment office - waiting room; resource kiosk
- The gas/power companies
- Bulletin boards in Goodwill, ARC, Thrifts Stores, etc.
- Salons
- Division of Motor Vehicles
- Low-income housing
- Laundromats
- Day Care Centers
- Local Human Services Departments

- Community Food and Clothing Banks – especially church based ones – resource table or bag flyers
- Bank or other business marquis
- Parades
- Free clinics—often held in churches
- Blogs
- Bulletins
- Newsletters
- Post Office/Post Cards/PO Boxes
- Booth outside of Wal-Mart or other popular business where target population gather
- Grocery, big box, or other retail outlets—WWC bag stuffers
- Place WWC recording on provider site phone (when patients are placed on hold at provider, the recording plays)
- Farmer's Market (seasonal)
- Intranet—Schools, Agencies, Businesses, WWC Providers,
- Athletic events (especially in smaller community)
- Non-WWC provider medical offices
- Attend Coalition & Consortium meetings to partner with other agencies
- Chamber of Commerce
- Networking groups
- Health fairs and community events with our demographic
- Radio interviews

- LEAP—application flyers
- Newspapers—interviews, letters to editor, press releases, free section or online announcements
- Awareness Months—inreach & outreach
- Presentation collaboration in community—WWC Provider Coordinator and WWC Community Coordinator
- Flyers and posters in clinic exam rooms, at front desk, waiting rooms, bathrooms, etc.

**To make up the January 2013 HIT call please answer the following question and send to Kris McCracken at [kris.mccracken@state.co.us](mailto:kris.mccracken@state.co.us): Which of the ideas above do you think will help increase screening numbers at your agency?**